RJ Reynolds
Tobacco Company

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Sales		Retail	
1221		1222	21,22
1222		1223	
1223		1226	28
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

November 11,1996

To: ***All DM's, RM's, Sales Reps and Retail Reps with Wawa Chain Responsibility Chain ID # 0325-00-00***

Subject: ***Wawa December Private Label Jacks Promotion***

Ladies and Gentlemen:

Kathy Pinto, Wawa Category Manager has authorized a special **$2.00 / 20 cent price reduction on all Jacks styles period December 16th through December 29th. in all locations**

An automatic distribution of 1.5 weeks business on all Jacks styles will be made to all stores the week of December 9th to kick off this promotion.

Wawa Inc. will be shipping the following POS pieces to all stores the week of 12/9/96:

(1) 20 cent off Jacks Window Paster (to be placed by Wawa store management in sore front window)

(4) Price specific starburst for each State (to be placed by Wawa store Management on self service end cap units)

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Source: https://www.industrydocuments.ucsf.edu/docs/hggy0000

Listed are price points for each State:

Pnnsylvania,Deleware and Maryland	99 cents/ pack
New Jersey	$1.06/ pack

Will appreciate your contacting stores the week of 12/16/96 to ensure each location has placed the appropriate POS pieces announcing promotion.

Many Thanks for your follow through.

Sincerely,

J. M. Rago

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